

AAK EXPANDS LEADERSHIP IN VEGETABLE SPECIALTY OILS

● Global internal growth and a growing demand for natural, vegetable-derived ingredients are helping AarhusKarlshamn expand its position in the personal care industry. It's been more than a year since the merger between Aarhus United of Denmark and Karlshamns AB of Sweden formed AAK AarhusKarlshamn. Now the company boasts annual sales of \$1.5 billion, 2,500 employees and production plants in seven countries. More importantly for cosmetic formulators, AAK

Lipids for Care is rolling out an array of novel ingredients based on vegetable raw materials.


Shea butter, in particular, is becoming increasingly popular with cosmetic formulators. According to research conducted by Mintel, the number of new cosmetic products that contain shea butter has soared from 222 in 2000 to more than 2,500 in 2006.

"The interest in shea continues to grow," noted Rita Leissner, marketing manager, AAK Sweden. "We have a full range of shea products for use in all types of personal care applications, including skin care, hair care and color cosmetics."


In fact, AAK calls itself the world's leading shea butter producer. As the No. 1 player in the segment, the company has worked very closely with the United Nations to improve the lives of women in Burkina Faso, Africa, where the material is produced. At the same time, AAK is a founding member of the Roundtable for Sustainable Palm Oil and participates in the UN Global Compact program for the promotion of sustainability.



The shea flower.



Chemia is Fragrance... and so much more!



| | |
|-----------------------|--------------------|
| Fine Fragrances | Botanical Extracts |
| Functional Fragrances | Applications Lab |
| Fragrance Duplication | Pilot Plant |

Chemia Corporation
11558 Rock Island Ct.
St. Louis, MO 63043
800-726-1976
www.ChemiaCorp.com
info@chemiacorp.com

Formulation Help Available

While it is dedicated to sustainable development and improving the lives of its associates, the company is also helping cosmetic formulators. AAK has opened an Oil & Fats Academy at its global headquarters in Karlshamn, Sweden, where attendees can learn how to select the best lipid ingredients for a specific finished product.

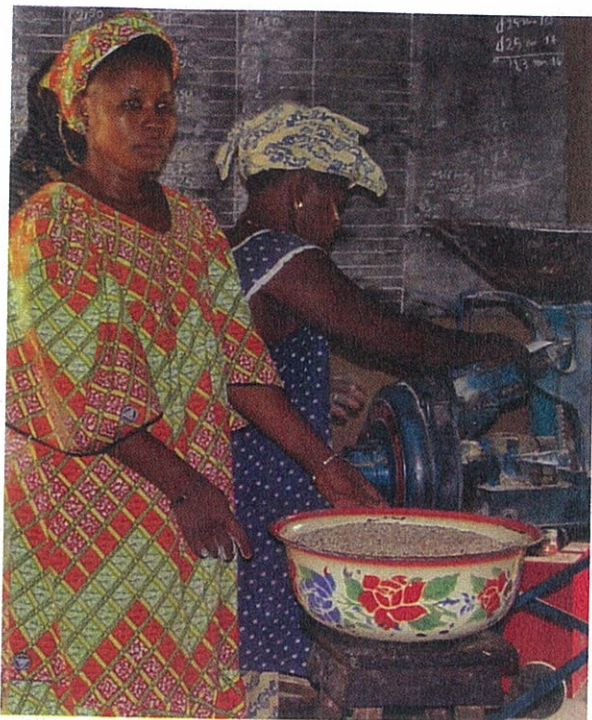
"There is a tremendous interest in natural oils for personal care use, but there is also a lack of knowledge about how to use them to get a good product with excellent stability," explained Ms. Leissner. "Our academy gives formulators the lipid know-how they need to create successful products."

AAK offers a broad range of oils that are rich in Omega-3 and Omega-6 fatty acids, including evening primrose, wheat germ and grapeseed. In fact, company executives point out that many of the natural oils found in AAK's portfolio are used as materials in dietary supplements. That's important for personal care companies that are expanding into nutricosmetics.

A Growing North American Presence

As interest in food-grade and vegetable-based materials grows, the company has opened a North American office to offer direct sales and support to the cosmetic industry in the region.

"We can offer our customers a fully reliable supply



AAK has teamed up with the United Nations to improve the lives of women in Burkina Faso, Africa, where the shea butter is produced.

chain. We source these materials from beginning to end—we don't use distributors," explained John O'Keefe, director of Lipids for Care, North America, AAK USA, which is based in Newark, NJ.

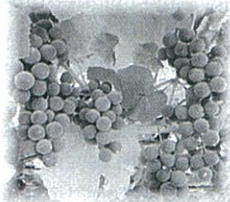
Some of the newest personal care ingredients from AAK include Lipex Shea WL, a light, liquid ester that imparts good spreading and caring properties to skin care products. For shower and bath products, AAK launched Lipex Shea Betaine, which has good viscosity-building and foaming properties and new Lipex Shea Q is a cationic surfactant that imparts anti-static properties, improves hair gloss and boosts combing properties.

According to Mr. O'Keefe, AAK's vegetable oils are unique to the industry in that they have high oxidative stability, can improve the shelf life of products and are gently processed to protect the efficacy of tocopherols and other active ingredients.

"We preserve the bioactivity of the oil and improve the functionality, stability and quality of the material," he insisted.

With a new U.S. office in New Jersey; a stable, global supply of raw materials and innovative processing techniques, AAK executives insist that the company is well positioned to remain a leading player as demand for vegetable oils continues to grow in the global personal care market. ●

Hawthorn
Pearl
Angelica

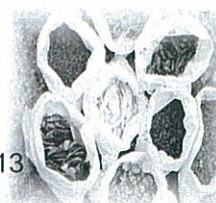


PRIMARY ORGANICS

NATURAL BOTANICAL EXTRACTS & PHYTOCEUTICALS FOR COSMETICS

WWW.PRIMARYORGANICS.COM

11558 Rock Island Ct. St. Louis, MO 63043 314.567.0013



San Chi Stevia & More!

Green Tea Grape Seed Aloe Ginseng San Chi Ginkgo Chamomile